



For Immediate Release

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*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

FIREHOUSE SUBS HEATS UP UTAH COUNTY SHERIFF'S OFFICE WITH MORE THAN \$12,900 WORTH OF LIFE-SAVING TOOLS

WHAT

Firehouse Subs Public Safety Foundation is honoring the donation of much needed equipment to Utah County Sheriff's Office in memory of a local fallen hero, Sergeant Wride.

WHO

Attendees include local deputies, Firehouse Subs franchisee Will Page and area representative Randy Judd.

WHEN

Friday, September 12, 2014 at 10:00 a.m.

WHERE

Firehouse Subs Restaurant
64 West Bulldog Blvd.
Provo, UT 84604

*Note – a donation presentation will also be made during the BYU vs. Houston football game halftime show at LaVell Edwards Stadium around 8 p.m. on Thursday, Sept. 11, 2014.

DONATION DESCRIPTION

Utah County Sheriff's Office received active shooter armor kits, worth more than \$12,900. The donated gear will offer an extra level of protection for deputies in threatening situations such as when serving search warrants, responding to highly dangerous calls involving suspects with weapons, school violence situations, etc.

ABOUT FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

In 2005, Firehouse Subs created the Firehouse Subs Public Safety Foundation with the mission of providing funding, life-saving equipment, and educational opportunities to first-responders and public safety organizations. Through the non-profit 501(c)(3), Firehouse Subs has given **\$10.1 million to hometown heroes in 41 states and Puerto Rico, including more than \$137,900 in Utah.**

LOCAL FUNDRAISING INITIATIVES

Each restaurant recycles leftover, five-gallon pickle buckets and sells them to guests for \$2. Donation canisters on register counters explain the non-profit's mission and collect spare change, while the Round Up Program allows guests to "round up" their bill to the nearest dollar. All funds raised benefit the Foundation.

ABOUT FIREHOUSE SUBS

Firehouse Subs® is a fast casual restaurant chain with a passion for Hearty and Flavorful Food, Heartfelt Service and Public Safety. Founded by brothers and former firefighters Chris Sorensen and Robin Sorensen, Firehouse Subs is a brand built on decades of fire and police service, steaming hot subs piled higher with the highest quality meats and cheeses, and its commitment to saving lives through the creation of Firehouse Subs Public Safety Foundation®. The founders are the real deal, the food is their creation, and the company is built upon a family of franchise operators who share their same passion for serving others. In 2014, Firehouse Subs debuted nationwide a new low-calorie menu, Hearty & Flavorful, Under 500 calories. Firehouse Subs consistently ranks No. 1 among fast casual brands in the categories of food quality, friendly service, and taste and flavor. In 2014, Firehouse Subs was ranked No. 1 fast casual chain by *Restaurant Business Magazine*; consumers ranked the brand No. 1 for sandwich, friendly service, and accommodating children in the Market Force Information Study; and Firehouse Subs was ranked No. 1 consumer choice for pleasant and friendly service by Technomic's 2014 Chain Restaurant Consumers' Choice Awards.

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Facts:

42 States

800+ restaurants

Headquartered in Jacksonville, Fla.